

# Fulton Industrial Boulevard Community Improvement District

*Implementation of Public Art & Placemaking Strategy [Briefing]*

Kimley-Horn & Associates and  
Community Improvement District Teams

June  
2025

DASH

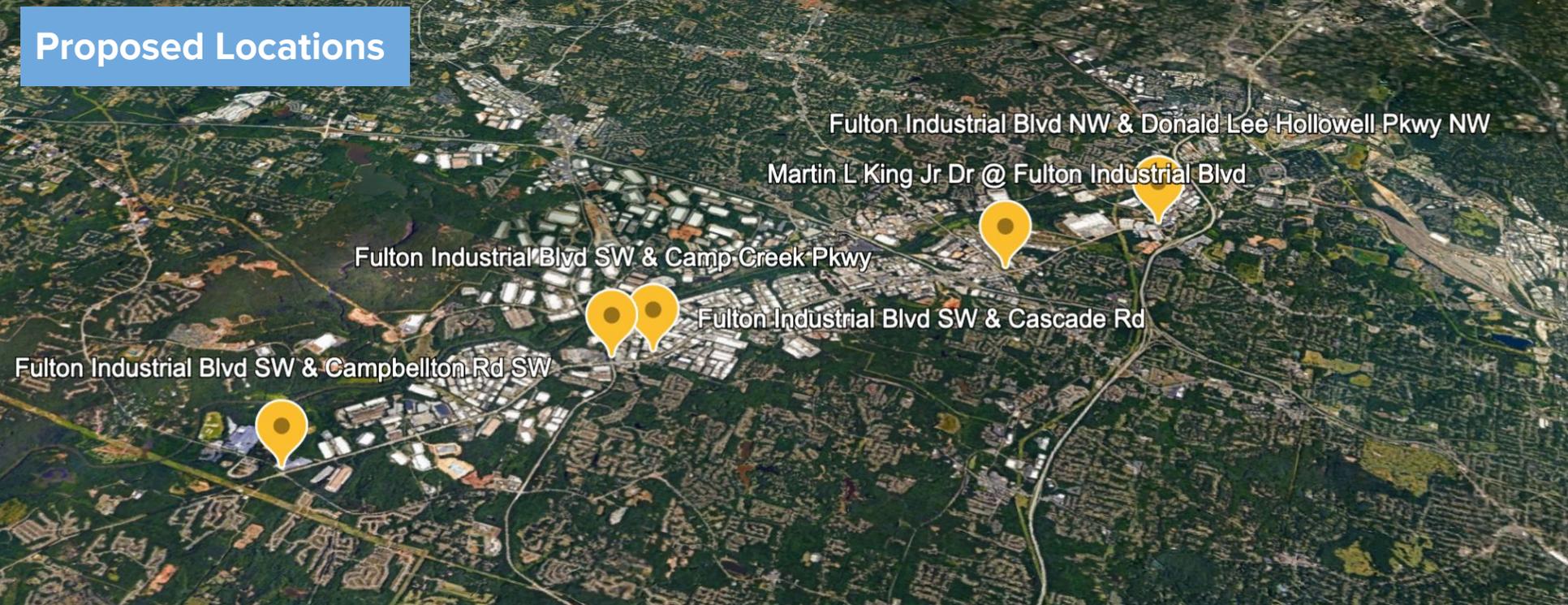
The Fulton Industrial Boulevard Community Improvement District (CID) in south Fulton County is incorporating public art to underscore recent interchange improvements and reflect the area's broader revitalization efforts.

Arts engagement along the corridor is steadily gaining momentum, with a focus on enhancing the daily experience of the thousands of commuters who travel through and work in the district. Rather than positioning the area as a tourist destination, the Boulevard CID has prioritized public art as a means to bring vibrancy, beauty, and a sense of care to this predominantly industrial zone.

Sculptures such as *Stella Nova* and *Gateway* are thoughtfully integrated into ongoing streetscape upgrades, softening the environment and adding visual interest to the commute. These creative interventions reflect a deeper commitment to the well-being of the workforce and the long-term transformation of Fulton Industrial Boulevard.



# Proposed Locations



## Southwest to Northwest

- Fulton Industrial BLVD SW & Campbellton RD SW
- Fulton Industrial BLVD SW & Camp Creek Parkway
- Fulton Industrial BLVD SW & Cascade RD
- MLK Jr Drive & Fulton Industrial BLVD
- Fulton Industrial BLVD SW & Donald Lee Hollowell Pkwy NW

- **Priority Timeline:** 2025–2026
- **Existing Public Artworks:** None currently installed
- **Site Description:**
  - Visible transition point from industrial to residential area
  - Features green space, a small shopping center, and a gas station
  - Serves as a key entrance/exit at the end of the district
- **Suggested Activation:**
  - Ideal location for a *large-scale artwork* to signal entry into the district and soften the industrial edge
- **Nearby Industry:**
  - Home to major food and beverage manufacturing and distribution (e.g., Great American, Pepsi, Coca-Cola, Cold Storage)



Fulton Industrial BLVD SW & Campbellton RD SW : [LINK TO GOOGLE MAPS](#)

- **Priority Timeline:** 2025–2026
- **Existing Public Artworks:** None observed in the immediate area
- **Site Description:**
  - Highly trafficked intersection with commercial activity, including a QuikTrip (QT) and several restaurants
  - Some green space is available on the roadside, though limited compared to other corridor areas
- **Suggested Activation:**
  - Strong candidate for highly visible, vehicular-scale artworks due to heavy traffic flow
  - Opportunities for branded artwork elements, signal artworks, or roadside interventions that welcome travelers and reinforce district identity



Fulton Industrial BLVD SW & Camp Creek Parkway and Fulton Industrial BLVD SW & Cascade RD : [LINK TO GOOGLE MAPS](#)

- **Priority Timeline:** 2025–2026
- **Existing Public Artworks:**
  - Fulton County Airport Brown Field is located at this intersection (commercial use only)
  - David Landis sculpture is nearby, positioned at the I-20 on/off ramp
- **Site Description:**
  - Predominantly commercial area with limited green space
  - Heavy vehicular traffic and visible activity
  - Area includes vacant lots, strip clubs, and motels—especially within the first ½ mile north/south of I-20
  - Noted as having higher crime rates
- **Suggested Activation:**
  - Potential for impactful art that addresses perception and safety while setting the tone for the corridor
  - Consider durable, well-lit works that signal transformation and revitalization



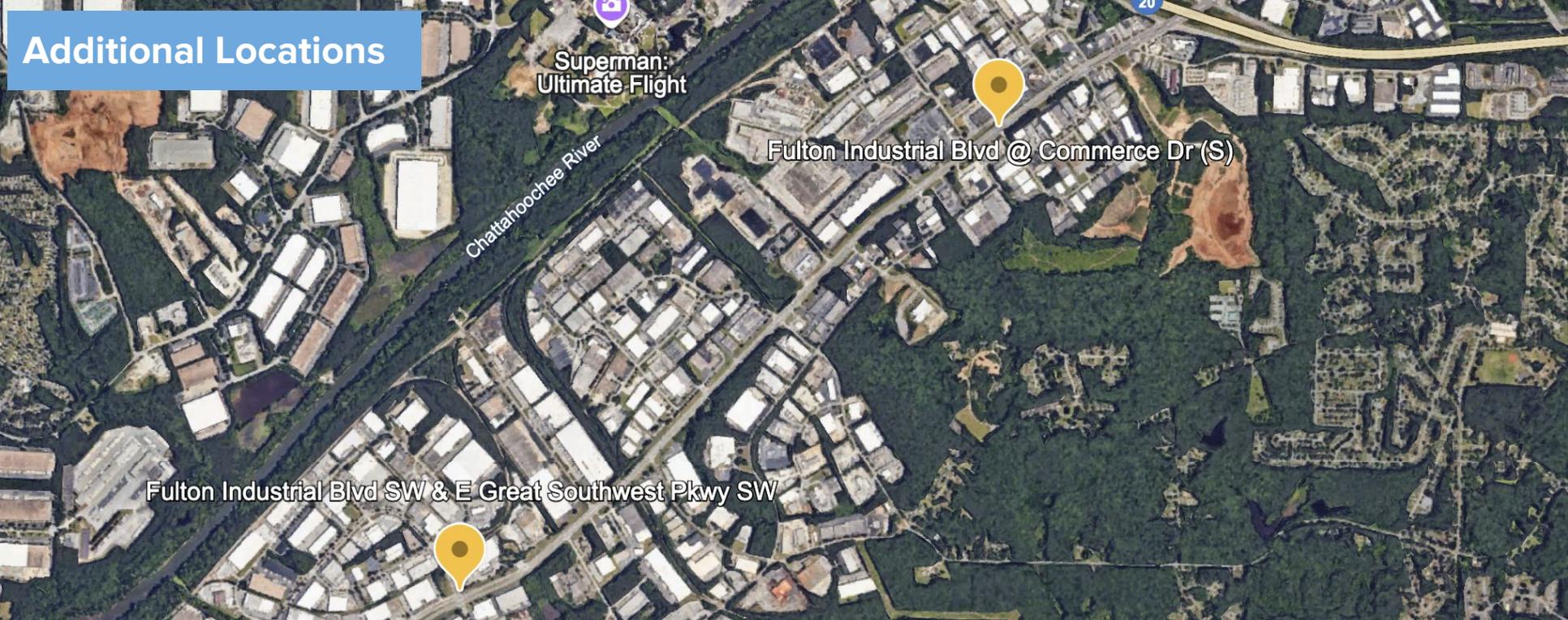
MLK Jr Drive & Fulton Industrial BLVD : [LINK TO GOOGLE MAPS](#)

- **Priority Timeline:** 2025–2026
- **Existing Public Artworks:** None currently in the area
- **Site Description:**
  - Some green space available, particularly near the corner leading toward Atlanta Industrial Parkway
  - Located near several newer developments, including a large UPS facility and the Fulton County Animal Shelter
  - English Park is also nearby, offering potential for community-centered connections
- **Suggested Activation:**
  - Strong opportunity for placemaking elements that connect newer facilities and surrounding community spaces
  - Could serve as a welcoming visual transition point from industrial use to civic and recreational areas



Fulton Industrial BLVD SW & Donald Lee Hollowell Pkwy NW : [LINK TO GOOGLE MAPS](#)

# Additional Locations



## Southwest to Northwest

- Fulton Industrial BLVD SW & Commerce Road
- Fulton Industrial BLVD SW & Great Southwest Pkwy SW

**Priority Timeline:** To be determined

**Existing Public Artworks:** None currently present

**Site Description:**

- Primarily composed of older businesses and vacant buildings
- Notable landmark: Club Wax sits at the corner of the intersection
- Includes a view of what appears to be the Chattahoochee River, offering potential for scenic integration

**Context & Opportunity:**

- Currently under consideration for redevelopment into a more community-oriented commercial district—similar in concept to The Met by Carter
- The nearby Atlanta Trade Center could be reimaged as artist studios or cultural space with significant investment

**Suggested Activation:**

- Long-term opportunity for arts-led revitalization through adaptive reuse of existing structures
- Potential for gateway or placemaking artworks that complement future mixed-use development



Fulton Industrial BLVD SW & Commerce Drive : [LINK TO GOOGLE MAPS](#)

**Priority Timeline:** 2025–2026

**Existing Public Artworks:**

- *Peter Forakis* sculpture located at the corner
- Nearby: Mellow Mushroom headquarters on Great Southwest Parkway, featuring multiple whimsical sculptures

**Site Description:**

- Primarily industrial park landscape
- Features creative landmarks tied to corporate identity (e.g., Mellow Mushroom HQ)
- Great Southwest Parkway connects through to the Cascade intersection

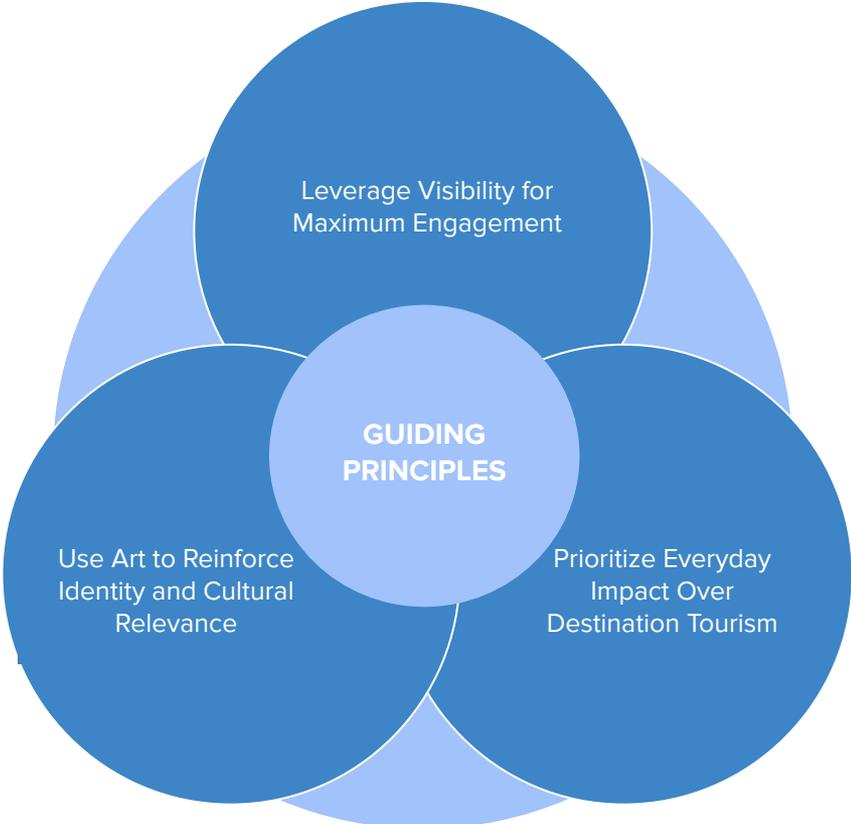
**Suggested Activation:**

- Opportunity to build on the area's creative energy and sculptural presence
- Consider playful or industrial-themed works that align with the character of existing installations
- A pedestal at the end of the street offers a potential anchor for a rotating sculpture or wayfinding element



Fulton Industrial BLVD SW & Great Southwest Parkway: [LINK TO GOOGLE MAPS](#)

# GUIDING PRINCIPLES



## Leverage Visibility for Maximum Engagement

While foot traffic may be limited, thousands pass through FIB by car or truck daily. Public art here should be designed for scale and readability at a distance, using bold forms, strategic placement, and lighting to increase impact.

### Suggestions:

- Large-scale sculptures created from highly durable materials (i.e. Steel, concrete, synthetics.) that are visible from multiple directions when traveling through the intersection.
- Illuminated or easily visible works that engage during evening commutes
- Vertical installations (e.g., totems, poles, or towers) that act as visual anchors



# Leverage Visibility for Maximum Engagement

## Suggested Locations

- Fulton Industrial BLVD SW & Camp Creek Parkway
  - Median between Camp Creek Parkway & Campbellton RD
- Fulton Industrial BLVD SW & Campbellton RD SW

## Suggested Artist Engagement Strategy

- RFQ – Request for Qualifications
- Direct Curation / Invitation

Due to the complexity and scale of Landmark Artwork projects, it's essential to pre-qualify applicants through an RFP or RFQ process to ensure they have experience with large-scale builds, thematically cohesive installations, and access to appropriate fabrication resources.

Another avenue of selection is direct curations or invitation-based. Partnering with a skilled group or individuals to select qualified artists is a great way to ensure quality and timeliness.



**Stratum**  
*Portland, Oregon*

Designed by landscape architect Mikyoung Kim, *Stratum* is a series of 23 multicolored, 14-foot-tall sculptures installed along the east approach to Portland's Sellwood Bridge. These "ecologically inspired geological totems" are made from layered recycled materials, representing earth, water, and sky.



**Angel of the North**  
*Gateshead, UK*

Overlooking the A1 and A167 roads near Gateshead, Antony Gormley's *Angel of the North* is a 66-foot-tall steel sculpture with a wingspan of 177 feet. Installed in 1998, it stands as a symbol of hope and embraces the region's industrial heritage, visible to millions of travelers annually.

## Prioritize Everyday Impact Over Destination Tourism

FIB's public art should continue to center those who use the corridor most—workers, drivers, and freight operators—by creating moments of beauty and care embedded into their routine. Art doesn't need to be grand to be meaningful; rather, the frequency in which passersby encounter interventions can transform how people feel in a place.

### Suggestions:

- Sculptural elements that reflect local industry or culture
- Colorful murals or visual cues at pedestrian crossings or rest zones
- Median or roadside installations that break visual monotony for drivers



# Prioritize Everyday Impact Over Destination Tourism

## Suggested Locations

- MLK Jr Drive & Fulton Industrial BLVD
  - Along the median between the corridor
  - Adjacent green spaces to the median

## Suggested Artist Engagement Strategy

- RFP – Request for Proposals
- Direct Curation / Invitation

Engagement should prioritize site-specific artwork that helps define thematic throughlines across the corridor. Proposals must present a strong visual concept for a cohesive collection of installations, strategically dispersed throughout median strips and corner green spaces.



**Stratiformis**  
*Milwaukee, Wisconsin*

Artist Jin Soo Kim created this sculpture using disassembled knitting machines from a local apparel manufacturer. Installed in Milwaukee's Historic Third Ward, it pays homage to the city's textile industry and labor history.



**Aggravation de l'Espace**  
*Cincinnati, Ohio*

This bold red steel sculpture by Jean Boutellis is installed on a median along Central Parkway. Its abstract, leg-like forms add dynamic visual interest to the roadway, offering a striking contrast to the urban environment.

## Use Art to Reinforce Identity and Cultural Relevance

FIB is more than its industrial function—it's connected to deep community histories and evolving neighborhood identities. Art should help tell these stories in ways that are visible, respectful, and affirming to local residents and workers.

### Suggestions:

- Sculptures or murals inspired by the history of West Atlanta labor and industry
- Quotes or poetry etched into surfaces, celebrating the dignity of work
- Visual storytelling that bridges the corridor to nearby communities



# Use Art to Reinforce Identity and Cultural Relevance

## Suggested Locations

- Fulton Industrial BLVD SW & Donald Lee Hollowell Pkwy NW
- Fulton Industrial BLVD SW & Cascade RD

## Suggested Artist Engagement Strategy

- Purchase of Existing Work
- Open Call (General or Thematic)
- Direct Curation / Invitation

Smaller spaces should be considered for works that engage the community through cultural, historical, or identity-based themes. These installations offer valuable opportunities for community programming and collaboration with artists who may be local to the corridor or broader region.

Open calls can broaden access by reaching artists who might not otherwise be aware of the project, increasing diversity in the applicant pool. Alternatively, direct curation or artist invitation can also help expand artistic variety—provided the curator is well-versed in public art and understands the logistical requirements for successful implementation.

Additionally, purchasing existing artwork may offer a cost-effective strategy, particularly when working within a limited budget.



**From the Ground Up**  
*West Midtown, Atlanta, GA*

From the Ground Up by Craig Alan is a six-story mural, located at the 8West development in West Midtown, depicts a phoenix rising from the ashes—a symbol of Atlanta's resilience and rebirth. The artwork incorporates images of local figures, including civil rights leaders and essential workers, celebrating the community's diverse contributions.



**Prototype Monument to Racial Justice**  
Philadelphia, PA

Artist Hank Willis Thomas and collaborators created a temporary installation and participatory public art initiative that functions as a counter-monument, inviting communities to reimagine who and what deserves to be remembered. Centered on themes of Black liberation and racial justice.

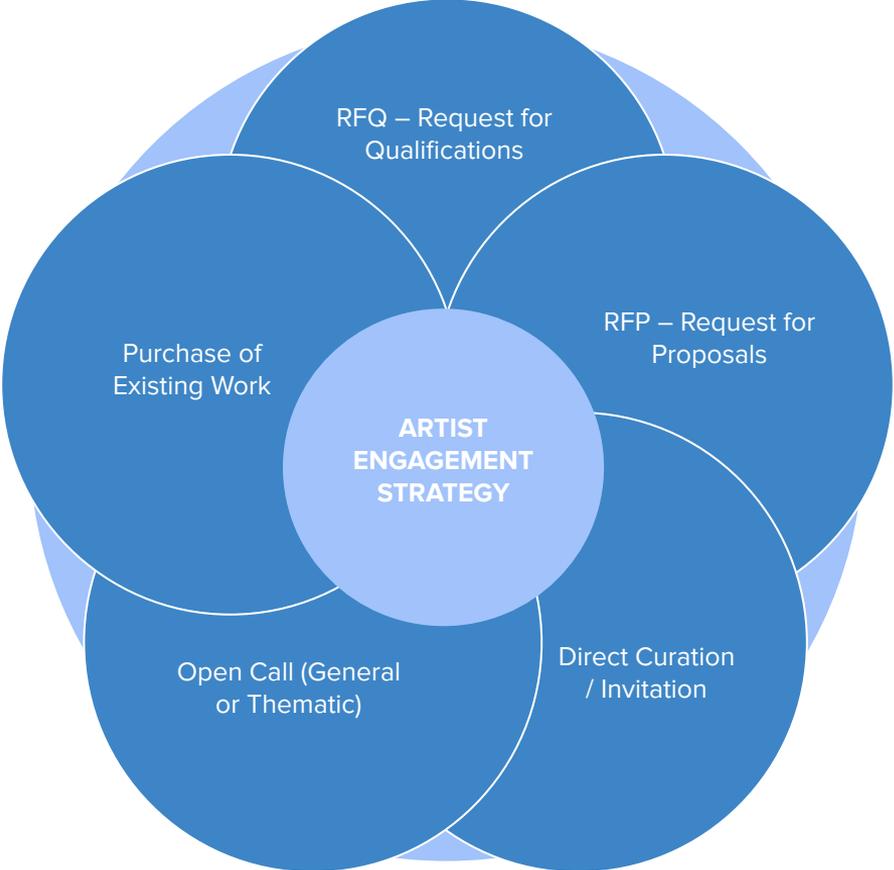


**Southwest to North West**

- Fulton Industrial BLVD SW & Campbellton RD SW  
[Angel of the North](#)
- Fulton Industrial BLVD SW & Camp Creek Parkway  
[Stratum](#)

- Fulton Industrial BLVD SW & Cascade RD  
[Prototype Monument to Racial Justice](#)
- MLK Jr Drive & Fulton Industrial BLVD  
[Aggravation de l'Espace](#)
- Fulton Industrial BLVD SW & Donald Lee Hollowell Pkwy NW  
[From the Ground Up](#)

# ARTIST ENGAGEMENT STRATEGY



# RFQ – Request for Qualifications

A Request for Qualifications (RFQ) is a formal call inviting artists to submit background materials—such as resumes, work samples, and statements—so a commissioning body can evaluate their experience and capacity for a potential project. It is often used as the first step in selecting artists for public art or design opportunities.

**Purpose:** To identify artists based on past work and experience.

**Used When:** You want to build a shortlist of qualified artists before requesting specific proposals.

- **What artists submit:** Resume/CV, work samples, artist statement, references.
- **Process:** A selection panel reviews qualifications → a few artists are shortlisted → finalists may be paid to develop full proposals.
- **Benefits:** Helps pre-screen for experience and capacity, reduces labor for artists.
- **Best for:** Large-scale or permanent public art projects where experience is critical.

**Best For:** Large-scale commissions, capital projects, or multi-phase work

## Timeline: 3–6 months

Phase	Duration
Develop RFQ & panel	2–3 weeks
RFQ open to artists	4–6 weeks
Panel review of submissions	2–3 weeks
Finalist interviews	1–2 weeks
Select & notify artist(s)	1 week
Contracting phase	2–4 weeks
Project design/fabrication	Varies (3–12 mos)

# RFP – Request for Proposals

A Request for Proposals (RFP) is a formal call inviting artists to submit a detailed concept for a specific project. Submissions typically include a written proposal, visuals or renderings, budget estimates, and a timeline. RFPs are used when a commissioning body seeks creative ideas tailored to a particular site or theme and wants to compare multiple project concepts before selecting one for implementation.

**Purpose:** To solicit fully formed project ideas or concepts from artists.

**Used When:** The commissioning body is ready to consider specific project ideas.

- **What artists submit:** Project concept, sketches/renderings, budget, timeline, statement of intent.
- **Process:** Reviewed by a panel for concept strength, feasibility, alignment with goals.
- **Benefits:** Gathers a range of creative solutions for one opportunity.
- **Best for:** Time-sensitive, themed, or highly specific projects.

**Best For:** Conceptual or time-sensitive installations

## Timeline: 2–5 months

Phase	Duration
Develop RFP & selection plan	1–2 weeks
RFP open to artists	4–6 weeks
Panel review & scoring	2–3 weeks
Select & notify artist(s)	1 week
Contracting phase	2–3 weeks
Design refinement/fabrication	1–4 months

*Note: Unpaid open RFPs can be burdensome for artists, so honoraria or limited invites are best practice.*

# Direct Curation / Invitation

Direct curation or invitation is a strategic artist engagement approach where a curator or commissioning body selects and invites specific artist(s) to participate in a project without a public call. This method is often used when there is a clear curatorial vision, a need for specialized expertise, or a desire to work with artists who have an existing relationship to the site, theme, or community. It allows for a more streamlined and collaborative development process.

**Purpose:** To commission or acquire work directly from specific artists.

**Used When:** A curator or commissioning body already has a vision or artist in mind.

- **What artists submit:** Typically informal—may include proposal or scope discussions.
- **Process:** Invitation → negotiation → agreement → production or acquisition.
- **Benefits:** Efficient, allows for vision-driven or mission-aligned partnerships.
- **Best for:** Site-specific work, legacy/retrospective projects, projects with community-sensitive themes.

**Best For:** Site-specific or artist-led projects, retrospective or identity-driven work

**Timeline: 2–4 months**

Phase	Duration
Identify artist(s) & scope	1–2 weeks
Develop concept collaboratively	2–4 weeks
Approvals & contracting	2–3 weeks
Production & install	4–12 weeks

*Note: Often faster due to lower admin and panel process.*

# Open Call (General or Thematic)

An open call is a public invitation for artists to apply for an opportunity, typically without pre-selection or invitation. It can be general (open to all disciplines or ideas) or thematic (focused on a specific subject, community, or goal). Open calls are designed to increase access and discover new talent, often used for exhibitions, festivals, or temporary public art programs. Applicants usually submit work samples, statements, and basic project ideas for review.

**Purpose:** To reach a broad range of artists for a program or initiative.

**Used When:** You want to discover new voices, offer entry-level access, or build community representation.

- **Can be structured as:** RFP, RFQ, or hybrid.
- **Best for:** Festival programming, rotating installations, juried exhibitions, or community art.

**Best For:** Exhibitions, artist showcases, accessible entry

**Timeline: 2–4 months**

Phase	Duration
Create open call & promote	1–2 weeks
Submission window	4–6 weeks
Review & selection	2–3 weeks
Notification & contracting	1–2 weeks
Prep, install, or event	3–8 weeks

# Purchase of Existing Work

The purchase of existing work refers to the acquisition of completed artworks directly from artists, galleries, or collectors, rather than commissioning new pieces. This approach is often used to build public or private art collections, fill temporary exhibition needs, or activate spaces quickly. It allows for faster implementation and reduced production risk, as the work is already fabricated and available for review prior to purchase.

**Purpose:** To acquire already-completed artworks (e.g., for collections or short-term installs).

**Used When:** There's a tight timeline or you want to build a collection.

- **Process:** Direct solicitation, open call, or invitation to submit work for purchase consideration.
- **Best for:** Galleries, rotating exhibitions, civic low budget activations.

**Best For:** Public collections, rotating displays, short-term activations

## Timeline: 1–3 months

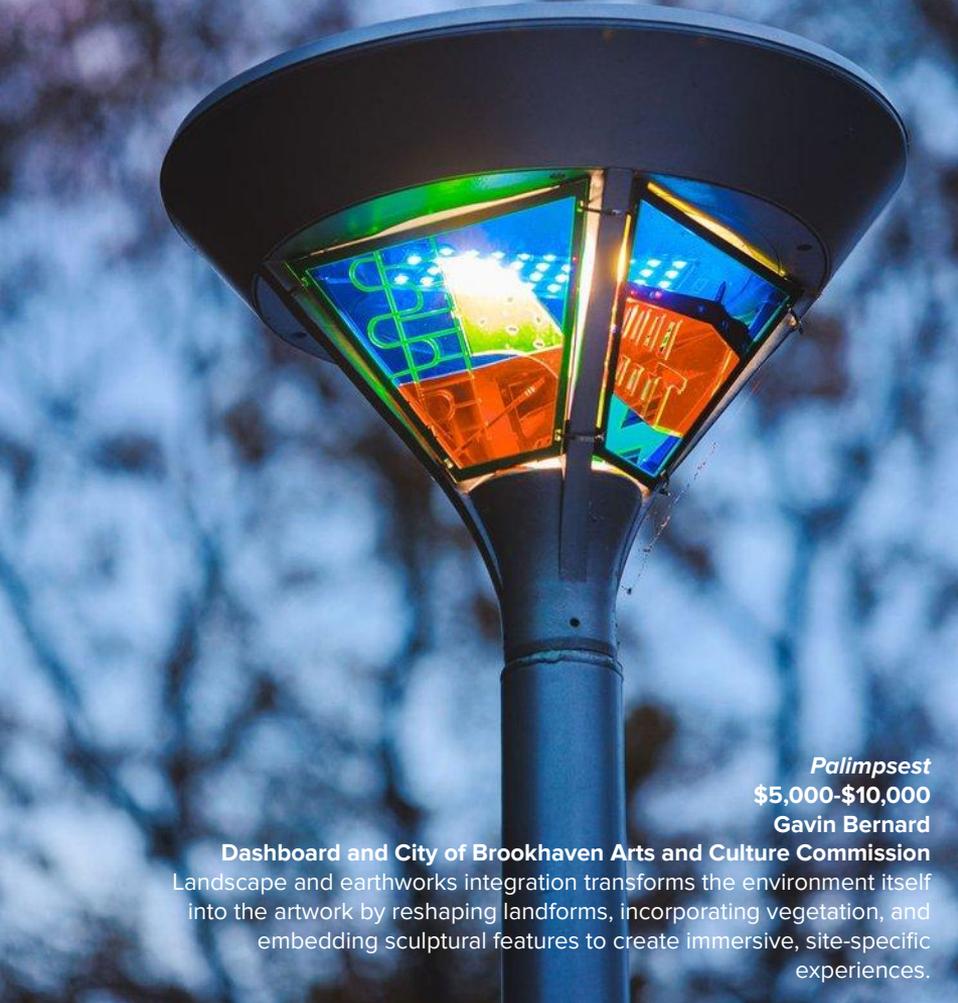
Phase	Duration
Solicit available artwork	2–3 weeks
Review & curate selection	1–2 weeks
Final approval & acquisition	1–2 weeks
Installation / display prep	2–4 weeks

*Note: Expedited if a list of pre-qualified artists or the artworks already exists.*

# SAMPLE SMALL SCALE BUDGET | \$10K-\$50K

Examples: murals, light boxes, signage-based art, micro-sculptures, functional benches, small landscape interventions

Cost Category	Low Estimate	High Estimate
Artist Fee	\$3,000	\$10,000
Materials & Fabrication	\$2,000	\$12,000
Installation (equipment, labor)	\$1,500	\$8,000
Engineering / Permits (if needed)	\$0	\$5,000
Project Management / Admin	\$1,000	\$5,000
Contingency (~10%)	\$1,000	\$5,000
<b>Total</b>	<b>\$10,500</b>	<b>\$45,000</b>



*Palimpsest*  
\$5,000-\$10,000  
Gavin Bernard

**Dashboard and City of Brookhaven Arts and Culture Commission**

Landscape and earthworks integration transforms the environment itself into the artwork by reshaping landforms, incorporating vegetation, and embedding sculptural features to create immersive, site-specific experiences.



*Atlantis Rising*  
\$25,000  
Ellex Swavoni

**Dashboard and Atlanta Downtown Improvement District**

Sculptural installations are three-dimensional artworks designed for public spaces, serving as visual focal points that enhance the environment, reflect cultural meaning, and engage a wide audience in everyday settings.

# SAMPLE MEDIUM SCALE BUDGET | \$50K–\$150K

Examples: landscape-integrated works, mid-size freestanding sculptures, permanent seating/wayfinding systems, digital displays

Cost Category	Low Estimate	High Estimate
Artist Fee	\$10,000	\$25,000
Materials & Fabrication	\$15,000	\$50,000
Installation (equipment, labor)	\$10,000	\$25,000
Engineering / Permits	\$5,000	\$15,000
Lighting / Technology Integration	\$5,000	\$15,000
Project Management / Admin	\$5,000	\$10,000
Contingency (~10–15%)	\$5,000	\$15,000
<b>Total</b>	<b>\$55,000</b>	<b>\$155,000</b>



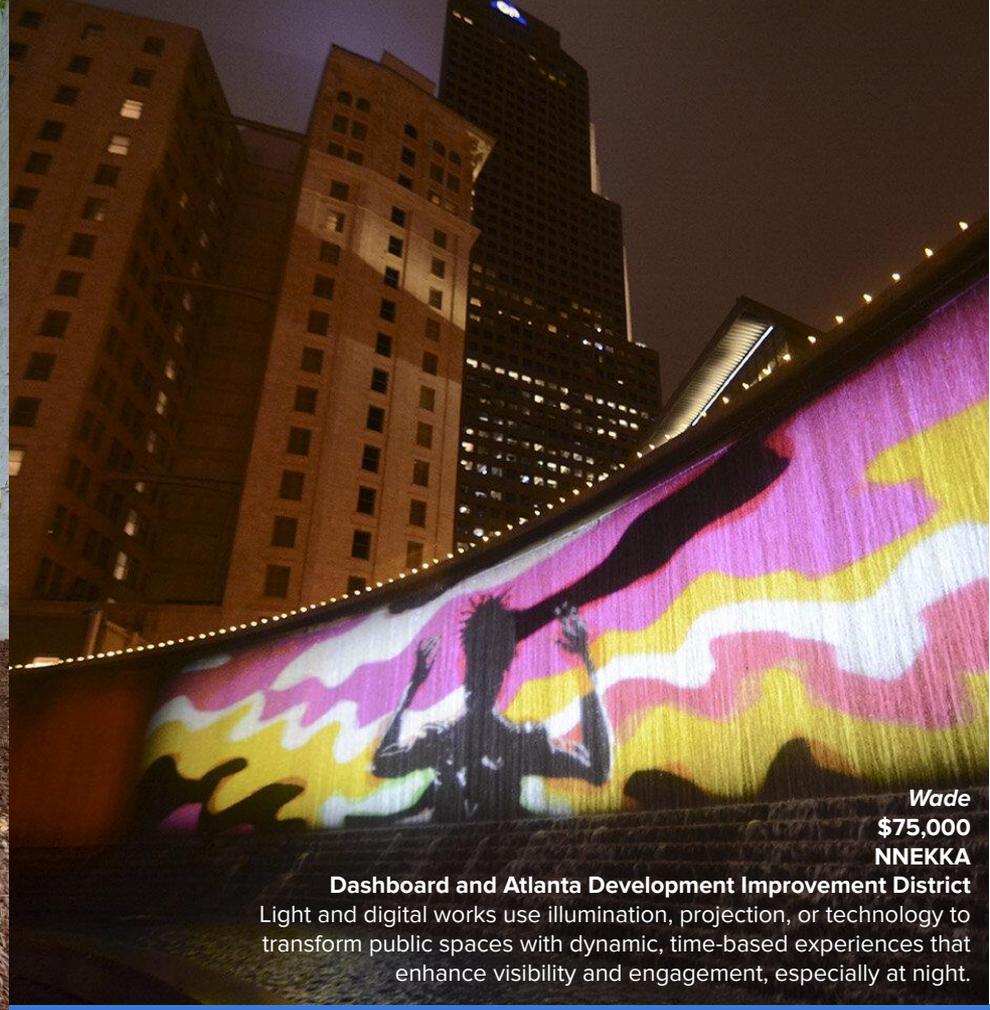
*Elevate (Freedom Is a Place)*

\$125,000

April Banks

Dashboard and The Nicholson Project

Interactive art invites public participation and evolves through engagement, transforming viewers into active participants in the artwork's meaning and experience.



*Wade*

\$75,000

NNEKKA

Dashboard and Atlanta Development Improvement District

Light and digital works use illumination, projection, or technology to transform public spaces with dynamic, time-based experiences that enhance visibility and engagement, especially at night.

# SAMPLE LARGE SCALE BUDGET | \$150K+

Examples: signature landmark sculptures, integrated infrastructure (bridges, medians, building façades), superstructures (e.g., “SuperTree” style), complex lighting or interactive systems

Cost Category	Low Estimate	High Estimate
Artist Fee	\$25,000	\$75,000+
Materials & Fabrication	\$50,000	\$200,000+
Installation (equipment, cranes, traffic control)	\$25,000	\$100,000+
Engineering, Structural Review	\$20,000	\$60,000
Permitting / Legal / Insurance	\$10,000	\$30,000
Lighting / Digital Integration	\$10,000	\$50,000
Community Engagement / Education	\$5,000	\$25,000
Project Management / Admin	\$10,000	\$30,000
Contingency (~10–20%)	\$15,000	\$60,000
<b>Total</b>	<b>\$170,000</b>	<b>\$630,000+</b>



*Blue Bear (I See What You Mean)*  
**\$400,000**  
Lawrence Argent  
Colorado Convention Center

Large-scale exterior sculptures in corporate settings serve as iconic landmarks that reflect brand identity, enhance the architectural environment, and create a welcoming, culturally resonant experience for employees, clients, and the public.



*Reflection Tunnel*  
**\$150,000**  
ARC Design  
DASH Studio and MARTA ArtBound

Wall-based and surface art transforms everyday structures like walls, sidewalks, and bridges into visually engaging spaces that enhance aesthetics, share cultural stories, and activate public environments.

# Fulton Industrial Boulevard is ready for transformation.

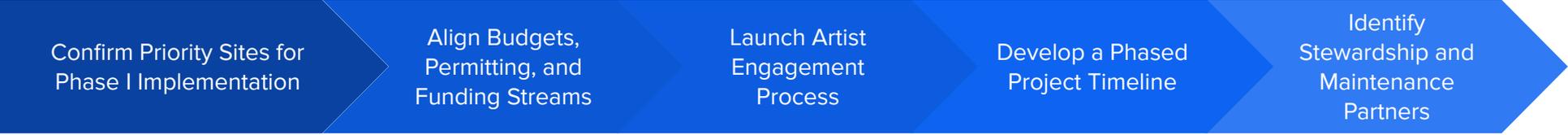
Through thoughtful public art and placemaking, this corridor can evolve into a space that reflects its cultural depth, industrial heritage, and future potential.

## Key Takeaways

- Public art can define identity, not just decorate space
- Everyday visibility and commuter relevance are prioritized over destination-only strategies
- A flexible, scalable framework allows for growth over time
- Artist engagement strategies and site-responsive forms align with the corridor's function and character



# Next Steps: From Strategy to Activation



## Confirm Priority Sites for Phase I Implementation

Work with the FIB CID director and planning partners to identify which recommended sites (e.g., high-traffic intersections, gateways, or transitional zones) will serve as the first phase of activation. Consider visibility, safety, existing infrastructure, and potential for early impact. Prioritizing a few high-profile locations will help set the tone for long-term investment and public recognition.

## Align Budgets, Permitting, and Funding Streams

Refine budget estimates for small, medium, and large-scale artworks at selected sites. Collaborate with permitting authorities to understand any zoning, safety, or signage constraints that may affect installation. Begin exploring public-private partnerships and grant opportunities to support fabrication, installation, and long-term maintenance costs.

## Launch Artist Engagement Process

Select appropriate engagement pathways for each site, whether through an open RFQ/RFP, direct curation, or purchase of existing work. Clearly communicate the goals, timelines, and community context to artists. Consider including an orientation session, especially for artists unfamiliar with industrial site-specific work, to foster meaningful design outcomes.

## Develop a Phased Project Timeline

Outline short-, mid-, and long-term implementation goals, mapping each phase to budget cycles, permitting windows, and community events (if applicable). Include fabrication lead times, artist contracts, and installation logistics. A transparent and adaptable timeline will help stakeholders and funders track progress and anticipate project milestones.

## Identify Stewardship and Maintenance Partners

To ensure the longevity of installed works, engage maintenance vendors or local partners early. Determine responsibilities for cleaning, repairs, and potential de-installation. Consider creating simple stewardship protocols or community-led “art guardianship” roles, particularly for lower-cost or interactive pieces.

